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627 N Michigan Ave
Pasadena, CA 91106
2 June 2004

Re: HR4026

Dear

I am writing to express my opposition to NAB's petition 04-160. Satellite radio poses no threat to bona fide local radio stations, which are unfortunately very few in number. Despite the large population in the Los Angeles area, we have the most limited variety of formats that I have ever experienced. Many of the "local" broadcast stations are owned by the likes of Infinity and Clear Channel. The resulting programming is nationwide in nature, and has nothing to do with local interests. The goals of these broadcasters are further evidenced by the industry push for consolidation: Uniform nationwide programming costs them less and delivers more profit. As a result of this consolidation, the owners can't seem to keep their own stations straight! Often have I listened to my favorite American Standards station (KLAC, 570 AM) and heard advertisements for rap concerts. XM (and Sirius) Satellite Radio provides the kind of content that these nationally-based broadcast stations are unable or unwilling to deliver. Likewise, satellite radio stations do not have the bandwidth to compete with true local stations which broadcast a wide range of topics of purely local interest.

Despite my subscription to XM Satellite Radio, I still listen to broadcast stations both at home and in the car, because I do like some of the local DJs and their particular shows. However, if I want to subscribe to a service that allows me to get local news and traffic whenever I need it, I believe I am entitled to do so. For whatever reason, I am unable to receive AM broadcasts in my car, and AM stations carry the bulk of news and traffic information during the day. Likewise, if I need traffic information during rush hour, I don't see why I should be forced to listen to 15 minutes of babble before getting the information I need.

If the National Association of Broadcasters is so concerned about the survival of "local" stations, then they should encourage true, local-based programming and give listeners the experience they long for. Progress is driven by competition, and competition from satellite radio is just what the NAB needs. I have no interest in allowing the NAB to dictate my listening choices. Satellite radio represents listeners of diverse tastes, and needs to be able to provide full services in order to survive. Please put a halt to petition 04-160, and allow satellite radio to give us the services we deserve.

Sincerely,
Dr. J. Christopher Krok